

# CONTENTS

- 2 Introduction
- 3 Contact us
- 6 Trade terms and conditions
- 8 Tourism and Hospitality titles
- 15 Author index
- 15 Title index





There is a need to develop South Africa's human resources and to raise the level of skills of our workforce. Juta Academic Publishers understands this and continually seeks ways to raise the benchmark for academic publishing. We also share the national dream of making higher education more accessible to all.

**To this end our goals are to:**

- translate trends and policies in education into useful learning and support materials;
- meet student's needs through the development of suitable learning materials;
- produce concise guides for educators; and
- contribute to general literacy and develop a culture of reading.

**Our publishing programme includes:**

- the production of high quality, interactive materials for students and educators in southern Africa;
- providing the rapidly changing world of business with up-to-date, relevant and flexible learning materials for students and practitioners;
- the development of small business materials to encourage economic development and entrepreneurship;
- creating training materials for engineering, science, commerce, public management, health, tourism and development studies;
- the development of suitable language and communication materials for tertiary education, business and industry that are in tune with current language and communication needs.

For your convenience more and more of our materials are available in a range of formats, including electronic delivery, audio and video. We also supply Internet downloadable peripherals and exercises to assist educators and students in the use of our materials. Because we understand the need to upgrade South Africa's delivery capacity through distance education, we have designed our materials specifically for education at a distance and for self-directed learning.

Over the years we have developed a strong pool of highly-qualified authors who are leaders in their fields, and we are proud to contribute to the success of the students who use our materials. As progressive publishers, we welcome comments from our readers and ideas from prospective authors. We are always ready to develop new talent because ultimately, the people of South Africa are our most valuable assets.

**Prospective Authors**

We are always interested in proposals for new books. Please send the relevant publisher a synopsis and an indication of the market for which your book is intended. Contact details appear overleaf.

## Contact us

### Juta and Company (Pty) Ltd

Head Office – Trade Distribution and Accounts  
1st Floor, Sunclare Building, 21 Dreyer Street, Claremont, 7700  
PO Box 14373, Lansdowne, 7779, Cape Town  
Tel: +27 (0) 21 659 2300 • Fax: +27 (0) 21 659 2360  
E-mail: [academic@juta.co.za](mailto:academic@juta.co.za) • Website: [www.juta.co.za](http://www.juta.co.za)

### Publishing Manager

*Hyreath Anderson*  
PO Box 14373, Lansdowne, 7779, Cape Town  
Tel: +27 (0) 21 659 2497 • Cell: 083 266 1843  
E-mail: [handerson@juta.co.za](mailto:handerson@juta.co.za)

### Publishers

*Jayde Butler* (Computing/Business Information Systems, Economics, Human Resources, Mathematical Sciences and Stats)  
PO Box 14373, Lansdowne, 7779, Cape Town  
Tel: +27 (0) 21 659 2306 • Cell: 082 650 2901  
E-mail: [jbutler@juta.co.za](mailto:jbutler@juta.co.za)

*Lynn Koch* (Education, Psychology, Research, Social Sciences)  
PO Box 14373, Lansdowne, 7779, Cape Town  
Tel: +27 (0) 21 659 2426 • E-mail: [lkoch@juta.co.za](mailto:lkoch@juta.co.za)

*Chris Lawrence* (Accounting, Auditing, Corporate Governance, Finance, Tax)  
PO Box 14373, Lansdowne, 7779, Cape Town  
Tel: +27 (0) 21 659 2489 • Cell: 083 564 9100  
E-mail: [clawrence@juta.co.za](mailto:clawrence@juta.co.za)

*Phillip Liebenberg* (Business Management and Entrepreneurship, Marketing, Retail and Sales)  
PO Box 39412, Moreleta Park, 0044, Pretoria  
Tel: +27 (0) 12 997 5754 • Cell: 083 399 2030  
E-mail: [pliebenberg@juta.co.za](mailto:pliebenberg@juta.co.za)

*Sarah O'Neill* (Health)  
PO Box 14373, Lansdowne, 7779, Cape Town  
Tel: +27 (0) 21 659 2335 • Cell: 083 283 6628  
E-mail: [soneill@juta.co.za](mailto:soneill@juta.co.za)

*Corina Pelser* (Communication, Engineering, Hospitality and Tourism, Public Administration)  
PO Box 14373, Lansdowne, 7779, Cape Town  
Tel: +27 (0) 21 659 2375 • Cell: 071 604 4054  
E-mail: [cpelser@juta.co.za](mailto:cpelser@juta.co.za)

*Sandy Shepherd* (UCT Press)  
PO Box 14373, Lansdowne, 7779, Cape Town  
Tel: +27 (0) 21 659 2581 • Cell: 083 277 4418  
E-mail: [sshepherd@juta.co.za](mailto:sshepherd@juta.co.za)

### **Strategic Marketing Manager**

*Mabel Mnensa*

PO Box 24299, Lansdowne, 7779, Cape Town  
Tel: +27 (0) 21 659 2354 • Cell: +27 (0) 72 828 2594  
Email: mmnensa@juta.co.za

### **Sales Manager**

*Michelle Symington*

PO Box 24299, Lansdowne, 7779, Cape Town  
Tel: +27 (0) 21 659 2584 • Cell: +27 (0) 83 450 2789  
Email: msymington@juta.co.za

### **Sales Consultants**

#### **Gauteng, North-West, Northern Cape and Pretoria**

*Marie Botha*

Norfolk House, Sandton Close 2, 3rd Floor, c/o 5th and Norwich Roads, Sandton  
Tel: +27 (0) 11 217 7234 • Cell: 083 399 9042  
E-mail: mbotha@juta.co.za

#### **KwaZulu-Natal, Free State, Gauteng and Eastern Cape**

*Jennie Bowen*

60 Wilkes Road, Prestbury, Pietermaritzburg  
Cell: 083 367 9720  
E-mail: jbowen@juta.co.za

#### **KwaZulu-Natal, Eastern Cape, Mpumalanga, Lesotho & Swaziland**

*Gladman Buthelezi*

88 Field Street, 19th Floor, Southern Life Building, Durban  
Tel: +27 (0) 31 304 4335 • Cell: 083 702 2425  
E-mail: gbuthelezi@juta.co.za

#### **Western Cape, Eastern Cape (Port Elizabeth), Southern Cape and Namibia**

*Janine Gentle*

1st Floor, Sunclare Building, 21 Dreyer Street, Claremont  
Tel: +27 (0) 21 659 2300 • Cell: 072 375 8006  
E-mail: jgentle@juta.co.za

#### **Gauteng, Free State, Limpopo, Mpumalanga and Botswana**

*Pieter Smith*

Norfolk House, Sandton Close 2, 3rd Floor, c/o 5th and Norwich Roads, Sandton  
Tel: +27 (0) 11 217 7200 • Cell: 083 283 7055  
E-mail: psmith@juta.co.za

## Customer Services

Tel: +27 (0) 21 659 2300 • Fax: +27 (0) 21 659 2360

Email: Account queries: [creditcontrol@juta.co.za](mailto:creditcontrol@juta.co.za)

Customer queries: [csev@juta.co.za](mailto:csev@juta.co.za)

New accounts: [newaccounts@juta.co.za](mailto:newaccounts@juta.co.za)

Orders: [orders@juta.co.za](mailto:orders@juta.co.za)

Returns: [returns@juta.co.za](mailto:returns@juta.co.za)

## Juta Academic Sales Consultants

Cape Town: Tel: +27 (0) 21 659 2300 • Fax: +27 (0) 21 659 2360

Durban: Tel: +27 (0) 31 304 4335 • Fax: +27 (0) 31 304 4284

Johannesburg: Tel: +27 (0) 11 217 7200 • Fax: +27 (0) 11 883 8169

## Support Material

Support material is made available to students and lecturers using Juta Academic textbooks at prescribing institutions. To gain access to support material lecturers need to register by creating a profile on [bit.ly/jutaregister](http://bit.ly/jutaregister). Once you have submitted your registration, Juta will verify your details and then approve your access.

Student support material is open to all and is accessible on the Juta Academic website.

Support material will vary per title but could include any of the following:

- PowerPoint® presentations
- Interactive workbook
- Online question banks
- Videos covering core concepts
- Mobile-friendly glossary
- Exam and study skills

To find out what support material is available for your title, visit the support material catalogue at [bit.ly/jutaregister](http://bit.ly/jutaregister). If you require any assistance you can email the support material team on [supportmaterial@juta.co.za](mailto:supportmaterial@juta.co.za)

## e-Books

Many Juta titles are now available as e-Books. We are able to make our e-Books available to you through the most advanced e-Book software in the world, VitalSource Bookshelf® offering you three-way access to your books: download, online and mobile. For direct sales of licensed e-Product contact us at [academic@juta.co.za](mailto:academic@juta.co.za)

## Prices

Please note that all prices are applicable from July 2015 to June 2016.



To download the electronic PDF of the Juta Tourism and Hospitality catalogue 2015/2016 go to [www.jutaacademic.co.za](http://www.jutaacademic.co.za) or follow the QR Code.

## Trade Terms and Conditions

### Trade orders and enquiries

Juta and Company (Pty) Ltd  
PO Box 14373  
Lansdowne  
7779  
Cape Town

Tel: +27 (0) 21 659 2300  
Fax: +27 (0) 21 659 2360  
E-mail: [academic@juta.co.za](mailto:academic@juta.co.za)

We would like to draw your attention to the following terms and conditions for the return of stock to Juta and Company, and request that you familiarise yourself with our policies and procedures in order to expedite your approval requests timeously and with minimum administration. Failure to adhere to these terms and conditions may delay the processing of customer credits or result in an authorisation request being rejected.

### Trade returns

Only written applications for permission to return and exchange publications will be accepted. Please address requests to return and returns queries to:

Returns Administrator  
Fax: +27 (0) 21 659 2755  
Email: [returns@juta.co.za](mailto:returns@juta.co.za)

### Application for returns must be accompanied by:

- The relevant invoice and account number(s);
- Titles, ISBN numbers and quantities that you wish to return;
- Reasons for the return;
- In the case of old-edition returns where these have been invited by Juta, a copy of the replacement order placed with our Customer Services Department for an equivalent number of copies of the new edition. Permission to return shall not be granted without such an order in these instances.

### Please Note:

- The maximum percentage allowed for returns is based on the invoice value or total annual purchases, depending on the respective agreement in place with the Trader concerned. Please consult the Returns Administrator to confirm this if in doubt.
- Only applications to return local publications within 12 months of the invoice date will be considered. Requests for returns on imported stock must be lodged within six months of the invoice date.

### Successful / authorised applications

- Juta will send an official Returns Authorisation, and publications may only be returned once this document has been received.
- A copy of the Returns Authorisation must accompany all your returns.
- Juta will only accept goods in a resalable condition. (Product containing price stickers and other markings will not be accepted.)
  - ❑ On receipt by Juta, goods are evaluated by the Returns Administrator.
  - ❑ Discrepancies are further evaluated by the Customer Services Administrator and Stock Administrator prior to contacting the customer.
  - ❑ Customer complaints are referred to the Warehouse Manager for evaluation.
  - ❑ Unresolved complaints are referred to the Divisional Sales Manager.
- Returns authorisations are only valid for a period of 30 days from date of issue to the Trader by the Returns Administrator.

### Unsuccessful returns applications

In the event of applications for the return of stock being denied, a Juta representative will inform traders of the reasons for this in writing.

### Unauthorised returns

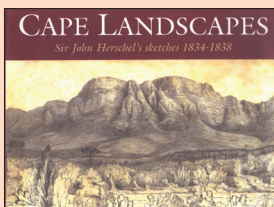
Goods must be collected from the Juta warehouse within seven days of being notified of an unauthorised return. Unauthorised returns which remain on our premises after seven days will be returned to the sender and the cost of this charged to the customer's account.

### Reporting of quality and quantity discrepancies

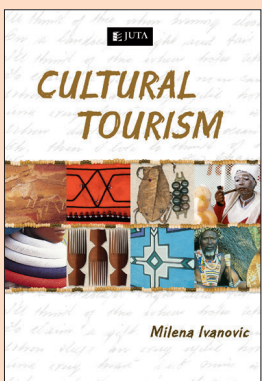
- All discrepancies should be logged with our Customer Services Department either via email to: [csev@juta.co.za](mailto:csev@juta.co.za), Fax: +27 (0) 21 659 2360 or Tel: +27 (0) 21 659 2300 within seven days of receipt of goods. Imperfect or mis-bound publications, or stock damaged in transit will be credited once the unsaleable publications have been collected and received at our Warehouse.
- Replacement goods will be invoiced in full.

#### Please Note:

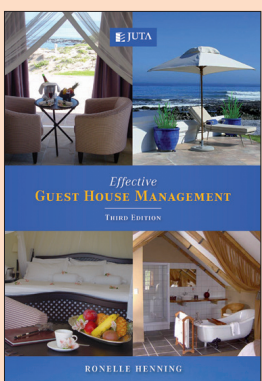
- ❑ In instances where the return is not as a result of an error on Juta's part, the cost of carriage will be for the customer's account. Should the return be due to an error on Juta's part, we will arrange collection at our expense, with a carrier nominated by us.
- ❑ Returns on sale or discounted priced titles will not be accepted.



2006  
176 pages  
Hardback with dustjacket  
9781919713755  
**R482.00**  
Half-leather bound  
Collectors' edition  
9781919713915  
**R3524.00**



2008  
390 pages  
Soft cover  
Printed 9780702171857  
WebPDF 9780702189340  
**R440.00**



3rd edition 2007  
232 pages  
Soft cover  
Printed 9780702177057  
WebPDF 9780702189692  
**R435.00**

## Cape Landscapes

– Sir John Herschel's Sketches 1834–1838

*B Warner*

In 1834, Sir John Herschel, one of the most noted astronomers of his time, arrived at the Cape to spend four years observing the southern sky. Among his many talents, Herschel was an accomplished artist, skilled at using the optical device known as a *camera lucida*. During his time at the Cape he produced over one hundred exquisite landscape sketches, depicting the Feldhausen estate in Wynberg, where he lived, and scenes he encountered on his trips to Cape Point, Table Mountain and further afield, to places such as Caledon, Franschhoek, Stellenbosch and Paarl. These landscape drawings make an almost unparalleled contribution to the art and historical record of the Cape in the early nineteenth century. The drawings are reproduced in this book, together with a narrative text, which provides extensive background material to the life and work of John Herschel, and sets the illustrations in their historical and geographical context. The result is an evocative picture of the Cape Peninsula and environs, at a time when they were still largely wild, but beginning to develop agriculturally and culturally in directions that culminated in the late Victorian period.

This book will appeal to anyone interested in the earlier history of the Cape and its associated art, as well as to visitors to the Cape who wish to take away with them a visual record of what the Cape looked like over 150 years ago.

## Cultural Tourism

*M Ivanovic*

Cultural tourism is a growing area of special interest in the field of tourism, and South Africa is a key participant in this area. Increasingly, its cultural heritage sites, museums and galleries, cultural villages and other sites of cultural interest form heavily visited stops on the tourism routes.

*Cultural Tourism* equips the student of cultural tourism to carry out, successfully and responsibly, all the tasks relating to the development of cultural tourism. Each chapter concludes with a comprehensive series of self-assessment questions and sets a hands-on task to enrich the student's learning experience.

## Effective Guest House Management

*R Henning*

Many people dream of owning their own guest house. If you are one of them, *Effective Guest House Management* is your essential guide to starting up and running your guest house. Whether you are a current or prospective guest house owner, a manager or a staff member, this book will provide essential information on how to manage the many challenges of your business to become even more successful. The book is also of value for hospitality students.

### Key Features

- Current legal and insurance requirements
- Business management
- Electronic reservations and online marketing
- Tips on promoting your guest house
- Colour photographs to inspire your own ideas



## Effektiewe Gastehuisbestuur

R Henning

Die Afrikaanse uitgawe van *Effective Guesthouse Management*.

Droom jy daarvan om eendag jou eie gastehuis te bedryf? Of dalk bestuur jy reeds 'n gastehuis wat nie na wense presteer nie? *Effektiewe Gastehuisbestuur* is beide 'n inleiding tot die bestuur van 'n gastehuis sowel as 'n praktiese handleiding vir reeds bestaande gastehuse. Hierdie boek behandel die sleutelaspekte van die bedryf en gee ook raad wat sal help om die mees algemene slaggate te vermy.

### Kenmerke

- Vooraf beplanning en jou sakeplan
- Praktiese wenke vir bekostigbare dekor idees
- Suksesvolle bemarkingsplanne, insluitend webtuiste ontwerp
- Professionele hantering van besprekings
- Gastehuispyseniering
- Algemene bestuur van 'n gastehuis
- Wetlike vereistes

## En Route with Tourism

M Saayman (Editor)

*En Route with Tourism* is an introductory text for students and practitioners. It explains the foundational concepts of tourism, the socio-economic and ecological impacts of the industry. It also provides practical guidelines on accommodation, catering, transport and attractions. This text addresses legislation and policies which affect the South African tourism industry, as well as the practicalities of tourism planning and development.

While focusing on the South African tourism industry, *En route with Tourism* does not lose sight of South Africa's place within the global tourism industry.

### Contents

The tourism phenomenon • A historical perspective • Tourism in a globalised society • The economic impact of tourism • The social impact of tourism • The ecological impact of tourism • Transport • Accommodation and catering • Attractions • Tourism legislation and policy • Tourism planning and development • Tourism as a science

### Key Features

- Learning outcomes at the beginning of each chapter
- Definitions highlighted throughout the text
- Diagrams and tables complementing concepts and text
- Review questions and assignments at the end of each chapter
- A list of related websites

### About the editor

*Prof Melville Saayman* is currently the Director of the Institute for Tourism and Leisure Studies at North-West University (Potchefstroom Campus). He was previously the Director of the South African Tourism Board (SATOUR) and has chaired or been a member of various tourism, recreation and environmental boards and councils, both locally and internationally. His vast experience in the field of tourism is reflected in *En Route with Tourism*.



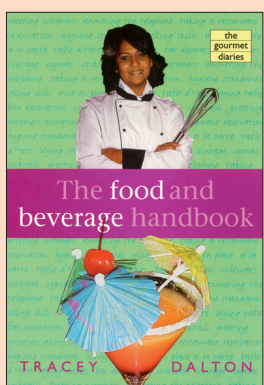
2010  
248 pages  
Soft cover  
Printed 9780702188527  
**R396.00**



4th edition 2013  
392 pages  
Soft cover  
Printed 9780702197543  
WebPDF 9780702197192  
**R462.00**



3rd edition 2010  
584 pages  
Soft cover  
Printed 9780702177798  
WebPDF 9780702195686  
**R517.00**



2004  
222 pages  
Soft cover  
Printed 9780702166396  
**R353.00**

**NEW  
EDITION  
due 2016**

## Events Management

– A Developmental and Managerial Approach

*D Tassiopoulos (Editor)*

Managing events is both an art and a science. Events managers need to understand and fully embrace the multi-dimensional nature of events management, and cultivate the leadership skills and attitudes in themselves and those they manage. The importance of successfully staging events has increased around the world, as more government agencies begin to realise the potential benefit of using events as strategic development tools.

This third edition of *Events Management: A Developmental and Managerial Approach* provides a definitive grounding in the development and management of small- to large-scale events. The book gives an introduction to events management, then goes on to examine the design, administration and marketing of events, as well as the operational and risk management aspects. It also deals with applied events management through a number of event genre types.

### Key Features

- An international, multi-institutional and multi-disciplinary author team
- Real events are used to illustrate concepts
- The book combines theoretical principles and practice
- It includes international best practice and research
- Case studies demonstrate real-life issues and provide a framework for discussion
- Resource lists provide further reading at the end of each chapter
- End-of-chapter discussion questions draw out various issues

## Food and Beverage Handbook, The

*T Dalton*

The *Food and Beverage Handbook* is a detailed and comprehensive source of information, techniques, procedures and standards for anyone studying hospitality management and wanting to specialise in the food and beverage division. This book takes the student along a varied journey, including the basics of social etiquette, selling techniques, product knowledge, industry information, cultural awareness, security and safety, identifying job opportunities and much more. The tour is one filled with interest and illumination, combining detailed facts, interesting side-notes and helpful assessment questions and assignments.

### Contents

Customer service • Telephone handling • Service etiquette • Customer satisfaction • Maintain effective relationships • Cultural awareness • Selling skills • Restaurant personnel • Table service • Wine service • Drinks service • Cigars • Stocktaking • Stock • Mise en place • Bar decoration and display • Preparation and service of drinks • Maintaining the draught beer dispenser • Garnishing • Cocktails • Cellar and storage • Cleaning equipment • Waste disposal • Carvery or buffet service • Functions • Organisational facilities and services • Safe and secure working environments • Sectors of the hospitality, travel and tourism industries • Developing oneself within the job role • Sourcing information for self-employment opportunities • Staff training and development • Introduction of new staff • Applying for a job or work placement • First aid



Receive regular up-to-date information about our new titles by registering for e-alerts at: [www.jutaacademic.co.za/register](http://www.jutaacademic.co.za/register)

# Hospitality Industry Handbook on Hygiene and Safety, The

– For South African students and practitioners

L Gordon-Davis

Increased tourism has turned the food service and hospitality industry into one of our economy's fastest-growing sectors. This growth presents new challenges to food-handling professionals throughout the industry. This second edition of *The Hospitality Industry Handbook on Hygiene and Safety* has incorporated additional content and features to reflect the fast-moving changes and to benefit both students and employees of the hospitality industry.

## Key Features

- Reference to relevant unit standards on the National Qualifications Framework
- Case studies drawn from actual industry events and media reports
- Interactive in its presentation
- Extracts from operating procedures from large hospitality companies
- Expanded content on all topics

# Hospitality Industry Handbook on Legal Requirements for Hospitality Businesses, The

NEW  
EDITION  
due 2016

L Gordon-Davis & P Cumberledge

Hoteliers, restaurateurs, licensees and catering managers will, in the course of their work, enter into many legal relationships with other parties whilst at the same time being required to adhere to all of the statutory laws that apply to their business. A sound knowledge of the law is therefore important to the professional owner or manager, as are knowledge of business management and the fundamental skills of the profession.

## Contents

### Section 1: Introduction to Law

Introduction to South African law • Law of contract • Law of delict • Commercial contracts

### Section 2: Business and Hospitality Laws

Forms of business • Consumer Protection Act and Regulations • Promotion of Access to Information Act • Establishing a hospitality business Liquor legislation • Food hygiene legislation Tobacco legislation • Gambling legislation

### Section 3: Law for Employment

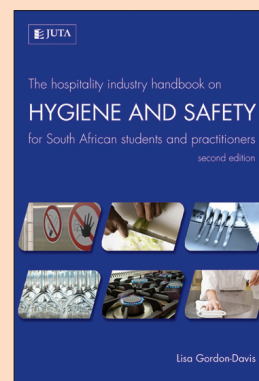
Labour legislation • Key labour enactments • Hospitality employment legislation • Workplace safety and compensation • Equal opportunity and anti-discrimination • Skills development legislation

## Key Features

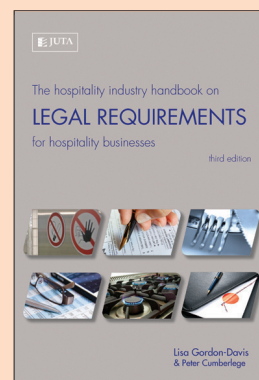
The third edition of the *Legal requirements for hospitality businesses* includes sections covering the most recent legislation that is relevant to the hospitality industry, including the Consumer Protection Act 38 of 2008 and the Promotion of Access to Information Act of 2000. This edition provides the latest information on business and employment law that pertains to running a legal business and includes employment law. Legal requirements for hospitality businesses third edition provides an overview of specific legislation, such as tobacco, liquor and food hygiene, that influence operations in the hospitality industry in South Africa.

## Recommended for

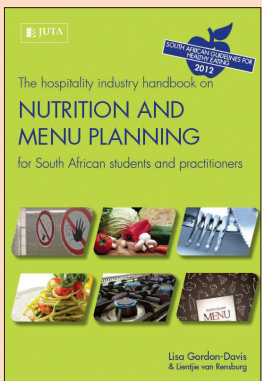
This book is aimed primarily at students preparing for a career in the hotel, restaurant or catering sectors of the hospitality industry. It will also provide hospitality managers access to easy-to-understand and applicable information regarding their legal obligations and rights pertaining to business, staff and operations. Anyone intending to start up their own hospitality establishment will find the text an invaluable guide to setting up the business and complying with all the legal requirements.



2nd edition 2010  
287 pages  
Soft cover  
Printed 9780702178115  
WebPDF 9780702189654  
**R396.00**



3rd edition 2013  
424 pages  
Soft cover  
Printed 9780702198007  
WebPDF 9780702197390  
**R432.00**



2012  
342 pages  
Soft cover  
Printed 9780702197536  
**R454.00**

### About the authors

*Lisa Gordon-Davis* is a specialist in the fields of hospitality and tourism education and she is the Managing Director of Kundiza Training and Consulting. Lisa was the former Executive Officer of the South African Tourism Institute and the first hospitality chamber manager for Theta. Lisa holds a number of qualifications in the field, including a Master's degree from Wits Business School. *Peter Cumberlege* is a legislative consultant to the Federated Hospitality Association of South Africa (FEDHASA). In this watchdog role he monitors national and provincial legislative issues likely to have an impact on the hospitality industry and represents the industry to government on many of these key issues. A former director of Southern Sun Hotels, Peter has over 35 years' experience in hotel management and hospitality operational consulting.

## Hospitality Industry Handbook on Nutrition and Menu Planning, The

– For South African students and practitioners

*L Gordon-Davis & L van Rensburg*

South Africa's hospitality industry has to cater for extremely diverse nutritional needs – those of foreign tourists, as well as South Africans from all cultural and religious sectors. Eating patterns and trends are constantly changing and it is a challenge to ensure that healthy and nutritional meals are planned and prepared – whether cooking for hundreds of guests, customers or for families at home. Nutrition principles, dietary guidelines and ideas on how to fully utilise South African food resources are explored in this practical and interactive hospitality industry handbook and it concludes with a detailed section on menus and menu planning activities.

### Contents

#### Section 1: Nutrition and Nutrients

Introducing food • Proteins • Carbohydrates • Lipids (fats and oils) • Water • Vitamins • Minerals

#### Section 2: Nutrition Application

Balancing energy needs • Nutrition throughout the life cycle • Diet and disease • Food, belief and culture • Dietary guidelines • Application of nutrition in the industry

#### Section 3: Menu Planning

Introduction to menu planning • Types of menus • Planning and evaluation of menus • Menu presentation and format • Menu pricing, analysis and profitability • Computers in menu planning

### Key Features

- Includes the most recent South African Guidelines for Healthy Eating
- Explains the use of the latest Food Guide for menu planning
- Updated and revised learning outcomes for each chapter

### About the authors

*Lisa Gordon-Davis* is a specialist in the fields of hospitality and tourism education and she is the Managing Director of Kundiza Training and Consulting. Lisa was the former Executive Officer of the South African Tourism Institute and the first hospitality chamber manager for Theta. Lisa holds a number of qualifications in the field, including a Master's degree from Wits Business School. *Lientjie van Rensburg* consults for several international and national corporate catering companies, franchise groups and government institutions. Lientjie has been the Director of the Hospitality Centre of Excellence at Pretoria Technikon (now Tshwane University of Technology) for 15 years. She holds a number of qualifications in the field including a Master's degree in Food & Beverage Management from Tshwane University of Technology.

# New Tourism Ventures

*D Tassiopoulos (Editor)*

Small and medium tourism enterprises (SMTEs) are considered to dominate the global tourism industry numerically, forming the backbone for the delivery of tourism offerings. These enterprises take the form of a range of hotels, bed-and-breakfast accommodation, travel agencies, restaurants, theme parks, events companies, resorts, tourist guides and tour operators, to mention a few.

The second edition of *New Tourism Ventures* provides a definitive grounding of how to create and manage tourism ventures. This edition takes an entrepreneurial and managerial approach to the subject, underpinning the various concepts associated with tourism entrepreneurship. The subject is discussed within the context of international best practice and research.

## Contents

### Part A: Introduction

Entrepreneurship and the tourism economy • Entrepreneurial environments, processes and types • Family ventures: opportunities, challenges and succession • Strategic perspectives

### Part B: Opportunities for new ventures

Creativity and innovation • Evaluating the opportunity • Intrapreneurship in the venture • Purchasing a venture • Franchising

### Part C: Planning the new venture

Understanding the business plan • Compiling the business plan: marketing plan • Compiling the business plan: financial plan • Compiling the business plan: organisational and management plan • Compiling the business plan: operations plan • Compiling the business plan: service excellence plan

### Part D: Start-up and managing the new venture

Getting started • People and teams • Managing growth of SMTEs • Selling/harvesting the venture

### Part E: Applied entrepreneurship

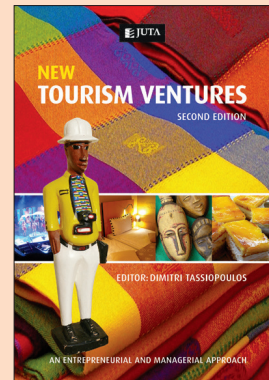
Case study: Tribal Meetings • Case study: Kamieskroon Bed & Breakfast • Case study: George A. Cohon – McDonald's, Canada • Case study: Kingtree Wines and Kingtree Lodge • Case study: Dyer Island Cruises (Pty) Ltd

## Recommended for

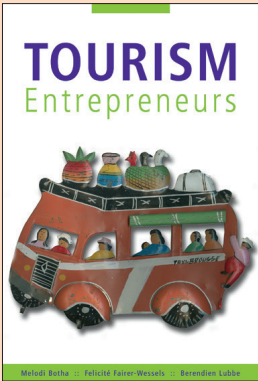
- Owner-managers of family-run businesses
- Small business advisers
- Enterprise/business support agencies
- National and local governments
- Tourism enterprise and small business researchers
- Undergraduate and postgraduate students
- Prospective entrepreneurs wishing to enter the tourism economy

## About the editor

*Dimitri Tassiopoulos* is the Chief Research Manager at the Human Sciences Research Council and Research Associate at NMMU. The contributors originate from Australia, Austria, Canada, Egypt, New Zealand, South Africa and the United Kingdom. The team comprises a mixture of academics, consultants, researchers and practitioners.



2nd edition 2011  
495 pages  
Soft cover  
Printed 9780702178047  
WebPDF 9780702195945  
**R464.00**



2006  
142 pages  
Soft cover  
Printed 9780702171697  
WebPDF 9780702196546  
**R345.00**

## Tourism Entrepreneurs

*M Botha, F Fairer-Wessels & B Lubbe*

*Tourism Entrepreneurs* aims to provide students studying business management and tourism, and emerging entrepreneurs, with the knowledge and skills to start and manage their own small business. It takes the reader through a process of understanding what tourism and the tourism industry is all about and where the entrepreneur fits into the industry, highlighting the importance of entrepreneurial activities within the industry. The book allows readers to move from the conceptual stage to the writing of a business plan.

This prepares the budding entrepreneur for:

- financing the venture
- assessing the environment and market
- identifying marketing opportunities
- highlighting the risks involved
- planning the financial management of the business
- managing a business to achieve success



Receive regular up-to-date information about our new titles by registering for e-alerts at: [www.jutaacademic.co.za/register](http://www.jutaacademic.co.za/register)

## Author Index

### B

Botha M, 14

### C

Cumberledge P, 11

### D

Dalton T, 10

### F

Fairer-Wessels F, 14

### G

Gordon-Davis L, 11, 12

### H

Henning R, 8, 9

### I

Ivanovic M, 8

### L

Lubbe B, 14

### S

Saayman M, 9

### T

Tassiopoulos D, 10, 13

### V

van Rensburg L, 12

### W

Warner B, 8

## Title Index

### C

Cape Landscapes – Sir John Herschel's Sketches  
1834–1838, 8

Cultural Tourism, 8

### E

Effective Guest House Management, 8

Effektiewe Gastehuisbestuur, 9

En Route with Tourism, 9

Events Management – A Developmental and Managerial  
Approach, 10

### F

Food and Beverage Handbook, The, 10

### H

Hospitality Industry Handbook on Hygiene and Safety,  
The – for South African students and practitioners, 11

Hospitality Industry Handbook on Legal Requirements  
for Hospitality Businesses, The, 12

Hospitality Industry Handbook on Nutrition and Menu Planning,  
The – for South African students and practitioners, 12

### N

New Tourism Ventures, 13

### T

Tourism Entrepreneurs, 14

# DESK/INSPECTION COPY REQUEST FORM

Tel: +27 (0) 21 659 2300 Fax: +27 (0) 21 659 2360 Email: academic@juta.co.za

## DESK COPIES vs INSPECTION COPIES

Request a desk copy if you currently prescribe the book. If there is more than one lecturer per course, the number of copies issued will be determined by the number of students.

Request an inspection copy if you are in a position to prescribe the book. Include a copy of the course outline when submitting your request and tell us what is currently being prescribed in the space provided below. The inspection copy will be collected from you should you decide not to prescribe it for your course.

### REQUIRED TITLES

TITLE/S	ISBN	COURSE/S	NO. OF STUDENTS	DESK COPY (X)	INSPECTION COPY (X)

### TITLES CURRENTLY PRESCRIBED AND BRIEF COURSE OUTLINE


### LECTURER'S DETAILS

Name of lecturer: \_\_\_\_\_ Designation: \_\_\_\_\_  
 Faculty/Department: \_\_\_\_\_ Institution: \_\_\_\_\_  
 Cell: \_\_\_\_\_ Email: \_\_\_\_\_  
 Delivery address: \_\_\_\_\_  
 \_\_\_\_\_ Date: \_\_\_\_\_

#### PLEASE NOTE

- To qualify for a desk or inspection copy, you must be a lecturer at a recognised tertiary institution and either prescribe or be in a position to prescribe the book requested.
- We will not be able to consider your request unless all information is supplied.
- Please attach a course outline for inspection copy requests.
- Return form on:  
 Fax: 021 659 2360 or Email: academic@juta.co.za  
 To request an inspection copy online go to [bit.ly/jutainspection](http://bit.ly/jutainspection)

### AREA OF INTEREST

<input type="checkbox"/> Accounting & Finance	<input type="checkbox"/> Business & Commerce	<input type="checkbox"/> Communication	<input type="checkbox"/> Law
<input type="checkbox"/> Education	<input type="checkbox"/> Engineering	<input type="checkbox"/> Health	<input type="checkbox"/> Other
<input type="checkbox"/> Hospitality & Tourism	<input type="checkbox"/> Public Administration	<input type="checkbox"/> Social Sciences	_____

### FOR FURTHER ENQUIRIES CONTACT THE SALES CONSULTANT IN YOUR AREA

#### **Gauteng, North-West, Northern Cape and Pretoria**

Marie Botha • Tel: +27 (0) 11 217 7234

#### **KwaZulu-Natal, Free State, Gauteng and Eastern Cape**

Jennie Bowen • Cell: 083 367 9720

#### **KwaZulu-Natal, Eastern Cape, Mpumalanga, Lesotho & Swaziland**

Gladman Buthelezi • Tel: +27 (0) 31 304 4335

#### **Western Cape, Eastern Cape (Port Elizabeth), Southern Cape and Namibia**

Janine Gentle • Tel: +27 (0) 21 659 2300

#### **Gauteng, Free State, Limpopo, Mpumalanga and Botswana**

Pieter Smith • Tel: +27 (0) 11 217 7200